

QUESTIONS AND ANSWERS

REQUEST FOR PROPOSAL (RFP)

Reference Number: 1000152168

PROJECT TITLE: Break it Off / Je te laisse Tobacco Cessation Marketing Awareness Campaign – Experiential Marketing Events Program

Question 1:

Is there a letter of intent required to be sent in prior to submitting a proposal for this program? I didn't see any date listed in it but thought I might have missed it.

Answer 1:

No, there is no letter of intent required to be sent in prior to submitting a proposal.

Question 2:

I am inquiring about RFP: 1000152168 Break it of Experiential Marketing Campaign. Can you please advise the allocated agency fee associated with this RFP? I thought I read \$630K somewhere, can you please confirm?

Answer 2:

As indicated in Section 1.3, the total value of any contract(s) resulting from this RFP shall not exceed \$665,000 for the contract period and a maximum of \$660,000 for each of the two (2) option periods, including travel and living expenses (if applicable), other expenses and all applicable taxes.